

5      **What is claimed is:**

1. A mailer comprising a form substrate having a digital printable surface portion, a release coating disposed on the form, and an adhesive disposed on the form such that the form may be folded and self-sealed.

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2. The mailer of claim 1 further comprising a sticker comprising a backing and a pressure sensitive adhesive releasably attached to the release coating.

3. The mailer of claim 2 wherein the backing comprises a polymeric film.

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4. The mailer of claim 2 wherein the backing is retroreflective.

5. The mailer of claim 2 wherein the sticker is selected from the group comprising a vehicle registration sticker, validation sticker, parking permit sticker, and park permit sticker.

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7. The mailer of claim 1 wherein the form substrate is a roll-good.

8. The mailer of claim 7 wherein the substrate comprises perforations such that the form can be separated into individual sheets.

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9. The mailer of claim 1 wherein the substrate is a sheet.

10. A mailer comprising a form having a digital printable surface portion, a digital printable release coating, and an adhesive disposed on the form such that the form may be folded and self-sealed.

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- 5        11. The mailer of claim 10 further comprising a sticker comprising a backing and a pressure sensitive adhesive releasably attached to the release coating.
12. The mailer of claim 10 wherein the release coating comprises indicia.
- 10      13. The mailer of claim 10 wherein the release coating is digital printable by at least one of laser, ink-jet, thermal mass transfer, thermal dye transfer, electrostatic, ion deposition, electron beam imaging, solid ink-jet and dot-matrix printing.
14. The mailer of claim 10 wherein the sticker is digital printable by at least one of laser, ink-jet, thermal mass transfer, thermal dye transfer, electrostatic, ion deposition, electron beam imaging, solid ink-jet and dot-matrix printing.
- 15      15. A method of making a self-seal mailer comprising:  
providing a form comprising an adhesive suitable for self-sealing the form;  
applying a release coating to at least a portion of the form;  
providing a sticker comprising a backing and a pressure sensitive adhesive; and  
releasably attaching the pressure sensitive adhesive of the sticker to the release coating.
- 20      16. A method of making a self-seal mailer comprising:  
providing a form substrate;  
applying a release coating to at least a portion of the form substrate;  
providing a sticker comprising a backing and a pressure sensitive adhesive;  
releasably attaching the pressure sensitive adhesive of the sticker to the release coating;  
and
- 25      30 applying an adhesive to at least a portion of the form wherein the adhesive is suitable for self-sealing the form substrate.
17. The method of claim 16 wherein the adhesive is applied to the form before releasably attaching the sticker.